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TOTAL NO. OF PAGES 21

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CLIENT/MATTER NO. 694231/0051

MESSAGE

RE: U.S. APPLICATION SERIAL NO. 10/696,295

FILED: OCTOBER 28, 2003

FOR: METHOD AND SYSTEM FOR CREATING, SERVING,
AND TRACKING ADVERTISEMENTS

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FEB 04 2005

UNITED STATES PATENT & TRADEMARK OFFICE

Application No. : 10/696,295
Title : METHOD AND SYSTEM FOR CREATING, SERVING
AND TRACKING ADVERTISEMENT
Applicant : Lawrence Morrisroe et al.
Filed : October 28, 2003
Art Unit : 3627
Examiner : John Leonard Young
Docket No. : 694231/0051

Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

February 4, 2004

AMENDMENT

Sir:

In response to the Office Action mailed January 25, 2005, please enter this Amendment in the above-identified application. The time for responding to the Office Action extends to, and includes February 25, 2005, making this amendment timely.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.